



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Contact: Jason Barron, 513-352-5356 or 614-554-5952 (cell)

Mallory Launches Public Safety Awareness Campaign Encourages proactive approach to staying “Out of the Crossfire”

Cincinnati – Mayor Mark Mallory launched a new effort in his ongoing campaign to improve public safety in Cincinnati. The new effort is a public awareness campaign designed to encourage citizens to be proactive in keeping themselves and others safe and away from trouble. The campaign challenges citizens to be an active part of fight crime and making our city safer.

“In order to fight crime, it takes comprehensive approach that includes a lot more than just city hall or the police department. It takes a community-wide effort. We are making the statement loud and clear that we need your help,” Mayor Mallory said.

The public safety awareness campaign is a call to action for citizens to get involved in improving the safety of our city. Citizens should call the United Way’s 211 phone line to find out what they can do to help put a stop to violence in Cincinnati. The campaign is going to link citizens to the resources that they need in order to help themselves, their friends and families, and the whole city. 211 will also provide people with information about all of positive activities and events in Cincinnati that people can get involved with as alternatives to the negative behaviors that contribute to violent activities.

At the press announcement, Mayor Mallory unveiled a message that will be appearing on 20 billboards throughout the city to deliver the message: “Mayor Mallory says... Stop the Violence! Stay out of the Crossfire. Dial United Way 2-1-1 for Information.”

“We have called for people to step up and take an active role in making our city safer, and they are responding. That is how you fight crime,” Mayor Mallory said. “The more people who step and get involved in fighting crime the more success we are going to have.”

In January, Mayor Mallory launched his on-going Public Safety Initiative. The first element of the public safety initiative was a call to citizens to become more involved in helping to fight crime and make Cincinnati safer. Tom Norton of Norton Outdoor Advertising heard the Mayor’s call and responded by donating space on 20 billboards around Cincinnati for the Mayor to send his anti-violence message. The United Way pitched in their support by offering the use of their 211 line for citizens to call in and get information about how to help.

“Norton Outdoor Advertising is excited to partner with the Mayor, and to provide a medium that literally gets his message to “Stop the Violence” on the streets,” Tom Norton, CEO, Norton Outdoor Advertising said. “The Mayor has challenged company and community leaders to step forward to help our city. We have responded to this challenge by offering free space to display this powerful message.”

“United Way of Greater Cincinnati is proud to partner in this public service initiative. At no cost to the community, United Way of Greater Cincinnati will extend its 211 phone line for individuals to call and learn about programs that promote safe and vibrant neighborhoods. Dial 2-1-1 to get connected to a trained specialist with information that assists families and individuals with practical problems in their daily life,” Rob Reifsnyder, President, United Way of Greater Cincinnati said.

Citizens will be able to call United Way’s 211 line to access a variety of information about how to both help stop the violence and how to stay safe. United Way’s specialists will be able to provide information about positive events and activities in neighborhoods. They will also be able to direct callers to specific social services to deal with individual problems. They also would be able to link people with violence prevention programs such as Citizens on Patrol or local community Councils.

The billboards will be on display throughout the months of July and August. The Public Safety Awareness Campaign will be an on-going initiative to link citizens who want to get involved with activities and services that will make Cincinnati safer.

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